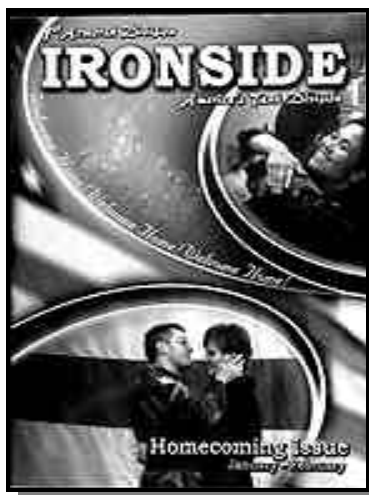


POST-30-

Information Strategy Division, Office, Chief of Public Affairs, Department of the Army

Ironside "Homecoming" Issue



An Award-winner

Ironside, a product of the 1st Armored Division, is the stuff of quality Army journalism. Its stories, layouts and photos are among the finest in its class. And the "Homecoming Issue" will add a second OCPA Journalist Award to Ironside's lists of accomplishments.

Maj. Darryl C. Darden is the Public Affairs Officer and Cpl. Gregory F. Withrow, editor.

(More on page 16.)

In the beginning

The Lead

Writing an effective news lead can be nerve-racking. Some leads write themselves. Others, like baking bread, take a great deal of time and effort.

Most experienced reporters will say that writing the lead is half the battle and once a coherent and free-flowing lead is written, the remainder of the story simply falls into place.

There are two basic newspaper leads. One is the SUMMARY or STRAIGHT news lead; the other is a FEATURE lead. And each is determined by the story focus or theme, the reporter's observations, his knowledge and his creativity.

We'll focus on the SUMMARY lead for now. This lead has two primary purposes: to spill the beans in the first few opening words and to entice the reader to continue the story's end.

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SOMEWHERE INSIDE

**More outstanding
Army journalists....page 7**

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....page 10**

**Upcoming Newspaper Workshop
....page 20**

FINAL DRAFT

By Sgt. Maj. Gary G. Beylickjian (Ret)

STAFF REDUCTIONS

In all my years in Army newspapering, recent developments have greatly disturbed me: cuts in newspaper staffs.

We write about and talk about the need for communication. The importance of communication between commanders and commanded has been underscored for as long as I can remember; I'm talking 50 years. Communication, or the lack of it, caused us all heartaches during Vietnam. Unless you were there on the scene, any description of Army life back then would be hard to place in perspective. We had serious problems communicating, but we learned much and changed.

Army newspapers during the 1970s modernized their wares and changed their attitudes to focus on effective communication, that is, getting the "word" to the troops. Army newspapers did a superb job. That era has gone down in the PA history book as the high point of the Army's internal information program. The Army's need to communicate is no different today. What better medium to continue reaching the Army's massive audience than the post and unit newspaper?

But, staffs are being cut and slots go unfilled. We may lose the very medium that has proved itself through many decades as the chief source of information about the Army for Army members. And, we must not forget that Army newspapers have always been key to enhancing and maintaining morale and esprit.

But the Army's money is tight and the mission changed. Yet, effective inter-personal and institutional communication continues to be vital in the Army, and post and unit newspapers are still the backbone of the process.

Being frugal and cost conscious are admirable and commendable. But, both may put a hefty price tag on effective communication; one we can't afford.



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The Lead

from page 1

**Grab attention and
ignite interest**

Beginning journalists must be reminded often that the lead and those very first opening words of the first sentence must grab the reader's attention and ignite the his interest.

The point is to get the important facts out on the double and draw the reader into the story.

As the reporter examines the facts of a story, he must weigh their possible use against the *elements of news*, his readership and his newspaper.

People are naturally curious. They want to know what is going on about them. Some of the information they seek could be classified as rhetorically polite. They don't really care about the response. Yet, vernacular courtesy may prove more important; it can become the vehicle used to seek information.

EXAMPLE: Joe meets an old friend: "Hello, Greg! How are you?" Or, "Hey, what's up, Greg?"

The intensity of Joe's interest depends on the response.

"The police busted me," says Greg.

At this point, a statement of facts arouses interest. Joe wants to know: *when, how, why, and where*. He already knows *who* (Greg) and *what* (got busted).

As Greg answers Joe's basic questions, Joe asks more questions aimed at filling in the details of the arrest. When Greg has answered all of Joe's questions, Joe is equipped to transmit (report) the news of Greg's misfortune to others who may be interested. How Joe shares Greg's experience with others is shaped by the "elements of news" and the receiver (the readership).

Elements of news

The elements of news are: *immediacy, proximity, prominence and consequence*. The value of these elements increases if other elements—*oddity, conflict, progress, emotion* or *sex*—are involved.

Immediacy is the label given to information which has value *now*. The element of *immediacy* satisfies the reader's

desire for fresh, new information. It fulfills a learned need: "*what's new?*"

For example, if Greg were arrested for having a faulty muffler, a soldier without a car or one who does not drive could probably care less. Yet, a soldier whose car has a muffler of doubtful efficiency could be interested in the details of Greg's arrest.

Joe considers the value of *immediacy* as he decides how to tell (report) the story of Greg's arrest to others readership).

Immediacy and Frequency

In a newspaper, the frequency of the publication shapes the judgment value of *immediacy*.

For example, the craving for timely news is frustrated by the limitations of publishing. A daily newspaper says "today" in its columns. The Army weekly newspapers have to struggle for news that lends itself to the use of "today" in the lead. As a result, the editor's ability to provide timely

news is restricted by being able to publish only weekly. The monthly pubs—and there are many in the Army—have even a greater frustration in finding and printing timely news.

Proximity—A Reference point

Proximity establishes a geographical reference point for the reader. This helps the reader evaluate the relevancy of news to him and may influence the impact of *timeliness*.

The element of *proximity* demands the writer consider a critical question: “How does this information affect my readers?” The answer can trigger several courses of action.

For example, if Greg’s arrest occurred near the PX, the soldier with the bad muffler may begin walking to the exchange. On the other hand, if Greg was arrested in Centerville—just off post—the soldier may continue driving, avoiding Centerville.

Another example would be hearing a report of storm warnings. Your interest peaks at the *immediacy* of the news, but wanes upon hearing the warnings are for an area (*proximity*) thousands of miles away.

Let’s digress here about the importance of *proximity* judgment and reporting. Take, for example, an ARNEWS story about extensions of overseas tours.

The story—at first blush—appeared to have little interest to CONUS editors. After all, the message said overseas. Editors who ignored the story because it lacked obvious *proximity* missed an opportunity to serve their readers. In short, the message favored sidebar treatment from a local angle.

Many families of active-duty soldiers and retirees live near many major Army posts. These families shop at the exchange, commissary and enjoy the same activities as those who live on post. These families read the post newspaper and often provide newsworthy material. Think *proximity*!

The element of *prominence* is the importance of a person or thing. That importance may be the result of rank, position, fame, valor achievement or failure—just to name a few. It *must* be evaluated before deciding to write the lead.

Let’s go back to Greg and his arrest

for driving with a faulty muffler. Suppose Joe learned from his questioning that Greg had won a national championship in a popular automotive safety trouble-shooting rodeo. That title gives Greg a quality of *prominence*. The element of *oddity* offers a human interest considering the award and the offense.

Joe might tell his friends: “A friend of mine who won a national championship for trouble-shooting car problems got a ticket for driving with a bad muffler.”

The logical questions from the listener: “Who?” “Where?” “How?” “What did it cost him (*consequence*)?”

Without realizing it, Joe considered the element of *prominence* in deciding how to tell Greg’s story. Subconsciously, Joe realizes Greg might not be known by name so he sets the stage for his yarn.

The impersonal who

Reporters must go through the same process in deciding the value of *prominence* in developing the lead. Joe used an “*impersonal who*” lead. This type of lead is used when the reporter/editor believes the readership would not recognize the person or thing named if the proper name appears in the lead.

The value of *prominence* varies by location. The post commander has *prominence* on his or her post. He or she may have *prominence* in his or her hometown. The reverse would be true in a major city thousands of miles away.

Take this lead for an example.

“Col. Raymond F. Stenn assumed command of 21st Inf. yesterday in a ceremony at regimental headquarters.”

Unless Col. Stenn has been around for a long time, it is doubtful the lead will evoke any reader interest. Here’s another colonel taking command of a brigade. This happens quite often in the Army. A sharp reporter will interview Stenn to try to learn something of his background which will help tell the story and help hold reader interest.

After all, if you're going to publish the event, why not make it worthwhile for the reader.

So, you talk with the colonel and learn—among other things—he was an All-American swimmer at Colgate.

The lead could be reshaped to read:

“An All-American swimmer at Colgate University in 1979 took command yesterday of the 21st Inf. In a ceremony....

“Col. Raymond F. Stenn....”

Prominence is an element of news that can serve the reporter well.

Consequence—an outcome of an

The element of *consequence* reflects the reader's (listener's as well) natural interest in the outcome of an event. For example, who won the ball game? What does the much talked-about tax break mean? How does an overcrowded MOS field affect me? Satisfying the reader's (listener's) interest in the element of *consequence* is either an obligation within a story, a sidebar to the story or a follow-up story for a later edition.

In the case of Greg's arrest, Joe wants to know the outcome. Was Greg fined on the spot? Did he get a warning ticket? Does he have to go to court? What was the result of the arrest?

Consequence may trigger other elements

The value of *consequence* may influence also the value of *prominence*. It may trigger also other elements of interest such as *oddity*, *progress*, *conflict* and *emotion*.

For example, knowing Greg had won a national automotive trouble-shooting contest tweaks an interest in *oddity*. After all, Greg could not plead honestly that he didn't know his muffler was bad. Now, suppose Greg's “sentence” was to spend Saturday afternoons near the main gate where he was to list the number of cars passing with faulty mufflers. Or suppose Greg was sentenced to inspect every car in the battalion and report safety defects. Or perhaps Greg's sentence was to prepare a lecture on auto safety or to make safety posters, or a half-dozen other similar sentences.

The sentence (*consequence*) is important to the story and is enhanced by the element of *oddity*. However, if Greg was given an Article 15 and fined \$100, the value of *consequence* is heightened. The sharp reporter pays strict attention to the reader's logical interest in *consequence* and gathers all the details to flesh out anticipated questions from his or her readership.

Four elements of news—*immediacy*, *proximity*, *prominence* and *consequence*—must be considered in writing the lead of the straight news story. The presence of the other elements—*emotion*, *progress*, *sex*, *oddity* and *conflict*—must also be weighed.

The discussion of these elements has spanned several pages here. In the reporter's mind, all these considerations take place in seconds. The reporter's brain analyzes each element and attaches a value to it.

When the process is complete, he can focus in on the “peg” of the story and begin writing the lead.

Points to remember

- Not all leads will need to answer the five “Ws” and the “H.” Often, the peg centers on “who” and “what” or “what” and “who.” The “where,” “when,” “why” and “how” can always be answered in the bridge.
- Leads should be simple, brief, compact, vigorous and attractive.
- They should not carry gratuitous opinions of the writer. They should fix attribution and authority for information.
- Editors should be alert to “buried leads”—that is, important news that may be lost in the body of the story.
- Above all, leads should be fair and accurate.
- Use the active verb in leads and ignore the passive verb (voice). Have the subject act rather than acted on.

- Keep the lead short, under 30 words. Long rambling leads limit reader's attention.
- Don't begin the lead with a source designator, "According to...." In nearly every case, it's what's said that's important, not who said it. Avoid beginning *any* sentence with the source designator. Get directly to the point.
- Avoid several parenthetical expression in the lead: "Sergeant Jack Smith, supply sergeant, 9th Inf. Bde., 26th Div, received the Army's...." Unless the sergeant is well known, use the "*impersonal who*" lead: "A supply sergeant" Also avoid shoe horning unit designations in leads. Get to the point right off and place the designations in the bridge or other paragraphs.
- Avoid, if at all possible, beginning leads with articles: a, an, the. In some cases, the article may be necessary to prevent abruptness.
- Begin the lead with the most important facts or values. Begin every sentence of a new story with important facts and place them at the *beginning of the sentence*. Put the supportive facts in the body of the story in the order of their importance.

This lead began the main story on page one of an Army newspaper, published January 18. The story was headlined: "Army Gets New Slogan."

"On Jan. 10, Secretary of the Army Louis Caldera announced a new advertising campaign that focuses on individual soldiers."

[Note that the headline does not support the facts in the lead. The lead summarizes, the headline advertises. The peg or key point in the headline should come from the lead or second paragraph. Neither provided the peg for the headline.]

The reporter probably did not write the headline, but he did write the lead and failed to introduce the most important facts up front at the opening of the sentence.

What has the date got to do with the event? It's irrelevant at this point. The announcement could have been made on any day. Does mentioning the Secretary of the Army make the announcement official? Perhaps! But, the Army chief of staff could have made the announcement. The point is to get to the point. Spill the beans immediately and use the right stuff.

"A new advertising campaign that focuses on individual soldiers was announced Jan. 10 at Fort ... by the Secretary....." **The lead can be tightened even more.**

Here's another among many similar leads:

"Soldiers of Headquarters and Headquarters Company, 10th Area Support Group, wondered and slid through the rain-soaked woods at Camp Hansen Thursday in search of grid coordinate points for land navigation training."

First off, why mention unit designations in the opening salvo of the lead? Such intros eat valuable space. Let's take out the designations and check the flow:

"Soldiers wondered and slid through the rain-soaked woods at Camp Hansen Thursday in search of grid coordinate points for land navigation training."

"Troops from Headquarters and Headquarters...."

Nothing was lost except directness and awkwardness.

Let's look at some good leads:

"Some servicemembers in remote locations will receive an extra allowance in their January pay." **Sgt. 1st Class Kathleen T. Rhem, AFPS.**

"For the second year in three years, Fort Belvoir's Commissary has been awarded the Best Large Commissary in the United States by the Eastern Region of the Defense Commissary Agency." **Spc. Casandra Brewster, BELVOIR EAGLE.**

"Thunderous 155mm guns interrupted the night sky and rained down illumination rounds miles away during a live fire Jan. 2." **Sgt. Thorin Spandel, FALCON FLIER.**

"Over the weekend of Jan. 6, vandals destroyed newly installed playground equipment on Katterbach Kaserne and post officials are looking for information about the crime." **Lisa Eichhorn, CRUSADER.**

"Grandma's a handicraft store on Chieves Air Base from 1991 to last year, will begin opening up for business soon says founder Elizabeth Gilchrist." **Tom Larschied, BENELUX METEOR.**

"To 'Be all you can be' in the Army now means being "an Army of One." **Joe Burlas, ARNEWS.**

"Alaska will wield a strong military muscle during the Bush administration, Sen. Ted Stevens said Dec. 27 at the Association of the United States Army's monthly luncheon." **Sgt. 1st Class David Abrams, ALASKA POST.**

Are journalists judged on what they write or how well they write it?

Professor William W. Watt, in his text, *An American Rhetoric*, responded that "content and form are inseparable." He went on: "the writer should be judged for what he says, not for what he seems to be trying to say—and the difference between the two is measured by how well he says it." Finally, the professor wrote that a writer should not be applauded "for neatly saying nothing" or "for crudely saying too much."

Finally, one of the truly great masters of rhetorical philosophy, Kenneth Burke, developed and introduced in his masterpiece, *A Grammar of Motives*, (1945) the term "pentad." It came about during his quest to find and prove certain rhetorical structures through a simple question: "What is involved when we say what people are doing and why they are doing it?"

Dr. Burke's pentad, (a Greek word meaning a group of five), is as follows: *Act, Scene, Agent, Agency and Purpose*. In his sophisticated way, Dr. Burke was looking for answers that reporters seek daily in their work, "who, what, when, where, why and how." Burke noted his pentad reflected terms "that are the key to human motives."

These are also key elements to a reader's craving and searching for news and information (motives, to be sure). If reporters understand and recognize their role in the search perhaps they too may understand the importance readers place on words that satisfy their needs: the quest for answers to events that surround them every day.

THE SYNTAX OF LEADS

The lead is the opening curtain to the story about to unfold in print. Through carefully chosen words and phrases, the lead can effectively describe events that have happened, will happen and may still be happening.

Because of its position in the story, the lead commands and demands attention, thus arousing readers' curiosity and craving for what is about to be described.

As stated earlier, the lead must answer clearly and quickly those questions that make an event singularly newsworthy. Although not all questions may be answered in the lead, the most important ones must be satisfied.

Some writers depend on various grammatical structures or forms to focus in on the peg of the story. Examples—from Army newspapers, follow.

NOUN BEGINNING—By far the most commonly used beginning for a news story: the **WHAT** and **WHO** are the key elements:

What example: "Misuse of the Army travel credit card in the command is in excess of the Army's misuse rate."

Who example: "Soldiers were in debt to the tune of nearly \$37 million during 1999, according to records of the Army financial assistance counselors."

Often, the noun is preceded by a modifier or modifiers, underscored below.

Example: “Several dogs are up for adoption after completing a portion of the Fort Knox AIMHI service dog training.”

“MacDill Air Force Base Resident Officer Leonard Paris said the U.S. Air Force is a demanding customer.

A variety of clauses and phrases can be used to emphasis certain features of a news story. A **clause** is a group of words that contain a subject and verb; a **phrase** is a group of words that contain no subject or verb.

NOUN CLAUSE—This form generally begins with the words *that, what*. This structure is often used to make an announcement, state a decision or a belief.

“That we even have a equality day means a lot to me. I was raised in the 1950s and 60s where women usually stayed at home to cook, clean and take care of children.”

PURPOSE CLAUSE—This construction usually begins with *that, in order that, so, so that, to*.

“To be prepared for operations in all types of environments and conditions, soldiers of Alpha Company recently conducted training on NBC equipment.”

TIME CLAUSE—Answers the question “when” and often begins with *when, after, since, once as soon as*.

“When Route 9W reopened Sunday night, the commuting members of the Hudson Valley heaved a collective sigh of relief.”

CONCESSIVE CLAUSE—This clause concedes that a condition is true. The words *although* and *while* are common beginners.

“Although soldiers hope they never have to react to the use of weapons of mass destruction—chemical, biological and radiological—against a military or civilian population, the soldiers learned the best defense is to be prepared to decontaminate people and equipment....”

CAUSE CLAUSE—(Cause and effect) This form puts the focus on the reason for an action. Most common introductory words include: *because, since, as, inasmuch as*.

“As the sun sets in muted glory behind southern New Mexico’s Organ Mountain, a hush falls over the desert.”

CONDITIONAL CLAUSE—This form plays up an interesting condition and usually begins with *if, unless, provided that, so long as*.

“If once you don’t succeed, try, try again.”

GERUND PHRASE—This construction can be used to emphasis an action. The gerund is the noun form of a verb and is distinguished by the suffix *ing*.

“Working with explosive munitions and other forms of military equipment can be a dangerous operation.”

INFINITIVE PHRASE—This explains why an action has taken place or is taking place. Infinitives are the simplest forms of a verb and usually, but not always, starts with *to*.

"To help soldiers and their leaders continue to create and maintain positive working and living environments, the Army has two versions of a handbook for the prevention of sexual harassment called "Human Dignity."

PREPOSITIONAL PHRASE—Interesting events can be featured by using a prepositional phrase to begin the lead. Common prepositions include: *with, in, into, up, off*.

"With school set to begin Aug. 20, teachers and administrators are gearing up to welcome students back for the academic year."

PARTICIPIAL PHRASE—This phrase comes in several verb tenses: present, past and perfect. The participial phrase is used to present an unusual circumstance or action. The participle is identified by the suffix *ing*.

Example of tenses: Present: "Facing a recruiting deficit...."

Past: "Faced with a recruiting deficit...."

Perfect: "Having faced a recruiting deficit...."

"Facing the onslaught of enemy troops, members of the 7th Inf. Regt., stood their ground at the Kansas Line until overwhelmed by enemy forces."

There is no single formula for presenting facts in the lead. The purpose of writing is to transfer information from one mind to another. A seasoned Army journalist can recognize the story peg and with a quick and simple brush stroke of words and phrases, can draw a picture that is accurate, clear, sharp and to the point. -30-



Outstanding Army Journalists—II

Roger Teel--CRUSADER
 Larry Rosenberg--YANKEE ENGINEER
 Jennifer Wilson--LRDISPATCH
 Pfc. Chris Fincham--MONITOR
 Spc. Mike Miranda--MONITOR
 Spc. Steve Kinney--LEADER
 Regenia Gatewood--LEADER
 Linda Lyly--LEADER
 K. Douglas Cook--LEADER
 Rob Rosenburgh--GOLD BAR
 Sgt. Gail Braymen--BEAR FACTS
 Bernard Tate--ENGINEER UPDATE
 Bill Roche--Fort McPherson SENTINEL
 Barbara Sellers--NORTHWEST GUARDIAN
 Pfc. Lorin Smith--NORTHWEST GUARDIAN
 Staff Sgt. Tim Usrey--NORTHWEST GUARDIAN
 Spc. Reeba Varghese--NW GUARDIAN
 Pfc. Alfredo Jimenez--NORTHWEST GUARDIAN

Jan Duchnowski--FLAGSHIP
 Lisa M. Riley--SEOUL WORD
 Kwon Soon-Wook--SEOUL WORD
 Sgt. Krishna M. Gamble--SEOUL WORD
 Staff Sgt. Christopher Swartz--FALCON FLIER
 Sgt. Thorin Sprandel--FALCON FLIER
 Sgt. David Lietz--TALON
 Pfc. Kim Dooley--TIEFORT TELEGRAPH
 Pfc. Amy Abbott--TIEFORT TELEGRAPH
 Mindy Delmonico--TIEFORT TELEGRAPH
 Sgt. C. Roger Shiltz--AMERICAN ENDEAVOR
 Yolanda Canales--OUTPOST
 Marcella Chavez--OUTPOST
 Sgt. Trinace Rutledge--INSCOM JOURNAL
 Scott Andreae--INSCOM JOURNAL
 Cleo Brennan--NEWS LEADER
 Beth Settle--NEWS LEADER
 Fred-Otto Egeler--NEWSCASTLE
 Alexander Kufel--PACIFIC CONNECTION

Angela Aguero—TRANSLOG
 Leesha Galery—TRANSLOG
 Sgt. Bryan Beach—DESERT VOICE
 Spc. Chris Smith—DESERT VOICE
 Sgt. 1st Class Vernon Borth—AT EASE
 Staff Sgt. Julie Friedman—AT EASE
 Connie Smalls—CASEMATE
 Roger T. Conroy—CASEMATE
 Diana McFarland—CASEMATE
 Michael Logue—THE WATERS EDGE
 Jon Pierce—SMDC EAGLE
 Ed Quimby—THREE STAR FINAL
 Carolyn Ann Duble—STANDARD
 Noreen Vega—STANDARD
 Scott Andrea—INSCOM JOURNAL
 Fred-Otto Egeler—NEWSCASTLE
 Janel Heyl—CENTURION
 Lt. Col. Lesa McManigel—PATRIOTS OF
 THE HEARTLAND
 Sgt. Christopher Land—VOICE OF THE ROK
 Christine Parker—MESSENGER
 Sandy Aubrey—NETHERLANDS HERAULT
 Adrien Lamarre—MOBILE
 Lee Elder—VOLUNTEER

Sharleen Reeder-Jorgensen—BUGLE CALL
 Bill McPherson—PACIFIC VOICE
 Joan Mier—RIP RAP
 Staff Sgt. Anthony Joseph—MOUNTAINEER
 Helen Elrod—FAST TRACKS
 Dottie Pack—RECRUITER JOURNAL
 Beverly Harrison—RECRUITER JOURNAL
 Mary Beth Hudson—TULSA DISTRICT
 RECORD
 Ed Drohan—RALIEGH BULLDOG
 Michael H. Logue—WATER'S EDGE
 Charles L. Prichard—TOUGH 'OMBRE
 Pfc. Chris Fincham—MONITOR
 Staff Sgt. Donald Sparks—MONITOR
 Spc. Mark Miranda—MONITOR
 Vanessa Villarreal—CHICAGO BREEZE
 Sharon Ayala—MADIGAN MOUNTAINEER
 Michael Meines—MADIGAN MOUNTAINEER
 Spc. Mitch Frazier—GLOBE
 Cleo Brennan—NEWS LEADER
 Beth Settle—NEWS LEADER
 Connie Dickey—BELVOIR EAGLE
 Kerri Schools—IRONSIDE -30-

Attribution Affords Authority

One of the surest ways of writing a more accurate and objective news story and establishing reader confidence is through the use of attribution.

Attribution, the source of which information originates in a story, can strengthen the authority of a newspaper because it shows the reader that information in a story has been verified by an alert Army reporter.

What information warrants attribution? This is left up to the reporter's own common sense. Generally, a reporter should use attribution when the accuracy of statements in his story can be challenged or questioned by the reader, or when the information is not certain.

Many Army reporters are under the impression that soldiers, civilians and military families believe everything they read. This is not so. Many readers, in fact, may argue against statements or facts that are contrary to what they personally believe. A number of letters to the editor printed in post and unit newspapers bear this out.

Using attribution in a story helps alleviate the skepticism readers may have.

Using Army Rank Styles

Most Army newspapers (newsletters and magazines) have adopted the AP Stylebook as the standard for abbreviations, capitalization, spelling, usage, titles and so on. The idea is to present news uniformly and consistently, hence a style dictionary for journalists. We recommend the AP Stylebook.

But, a number of papers are out of the main stream. They're ignoring the AP style for military titles that almost all other newspapers follow.

For publications without the stylebook, here's a list of military titles.

General	Gen.	Sergeant major of the Army	Sgt. Maj. of the Army
Lieutenant general	Lt. Gen.	Command sergeant major	Command Sgt. Maj.
Major general	Maj. Gen.	Sergeant major	Sgt. Maj.
Brigadier general	Brig. Gen.	First sergeant	1st Sgt.
Colonel	Col.	Master sergeant	Master Sgt.
Lieutenant colonel	Lt. Col.	Sergeant first class	Sgt. 1st Class
Major	Maj.	Staff sergeant	Staff Sgt.
Captain	Capt.	Sergeant	Sgt.
First lieutenant	1st Lt.	Specialist	Spc.
Second lieutenant	2nd Lt.	Corporal	Cpl.
Chief warrant officer		Private first class	Pfc.
Officer	Chief Warrant Officer	Private 2	Pvt. 2
Warrant officer	Warrant Officer	Private 1	Pvt. 1

Words, Phrases and Their Particulars

- You can “*take exception*,” or you can “*object*.” Better to use one word in place of two if the meaning’s the same.
- “*Whether*” can almost always be replaced by “*if*.” “*Whether he decides to extend depends....*” or “*If he decides to extend depends....*”
- *Whether or not* can be replaced by *if*, *when* or *whether*.
- *Due to*—This phrase is one of the most misused in Army newspapers, perhaps in most newspapers.
Due to introduces an adjective and is used in conjunction with the verb *to be*. Example: “His award was *due to* his valor during the battle of Heartbreak Ridge, in Korea.” In this statement *due to* modifies the word, *valor*.
In this statement, “*Due to* his valor during the battle of Heartbreak Ridge in Korea, he was awarded...” *Due to* acts as a preposition introducing an adverbial modifying the verb, *awarded*. This is considered incorrect.
One way to solve the problem: avoid the phrase. Use *because of* or *owing to*.
- The word *blood* can usually be avoided in crime stories. It is assumed that if a person is shot or stabbed he will *bleed*.
- A fire *starts*, it doesn’t *break out*.
- A person is *different from* another person, not *different than*.
- *Irregardless*—Should be *regardless*; the negative is in the suffix, “*less*” and in the prefix “*ir*.” Some writers often compare *irregardless* to *irregular*, *irresponsible* and *irrespective*. Stick with *regardless*.
- *Consolidate together* is redundant. Use *consolidate*.

FOUR-STAR PUBLICATIONS

Newspapers cited as *Four-Star Publications* in this first list met at least five of the six criteria shown below. Next time, all six criteria must be met for a newspaper to make the list.

This list serves only as a means of comparing your post and unit publications to others in the same format class: broadsheets, tabloids and newsletter/magazines. The list was compiled by members of ARNEWS. Months considered : December 2000, January, February 2001.

This list will be published every quarter. Some publications may be dropped, hopefully, many will be added.

1. Newspapers must be responsive to both commanders and the readership. They should provide two-way communication such as Commander's Hotline, letters to the editor, guest commentaries and opinion pieces. Newspapers should communicate up and down as well as side-by-side.
2. Newspaper layout must be bold and innovative, applying modern design concepts and principles.
3. Newspaper writing must be clear, concise and accurate. It should inform, educate, enlighten and entertain.
4. Newspapers must cover contemporary issues facing, soldiers, civilian employees and their families. Such topics as child abuse, retirement, gangs on post, AIDS, benefits, crime, stress and fraternization are real-world issues. These topics should be ongoing and not covered only when required by DA.
5. Newspapers must provide a balance of news showing the "big picture" of the Army worldwide as well as covering the command and the local community.
6. Newspapers must comply with the newspaper portion of AR 360-1.

Broadsheet Format

ARMY FLIER (Fort Rucker)
COURIER (Fort Campbell)
GUIDON (Fort Leonard Wood)

INSIDE THE TURRET (Fort Knox)
PARAGLIDE (Fort Bragg)
POST (Fort Dix)
SENTINEL (Fort Hood)
SIGNAL (Fort Gordon)

Tabloid Format

ALASKA POST (Fort Richardson)
BEAR FACTS (Missouri NG)
BELVOIR EAGLE (Fort Belvoir)
BENELUX METEOR (80th ASG)
BLIZZARD (Fort Drum)
CASEMATE (Fort Monroe)
CITIZEN (6th ASG)
ENGINEER UPDATE (Hq, COE)
ENVIRONMENTAL UPDATE (APG)
FLORIDA GUARDSMAN (Florida NG)
GUARDIAN (Fort Polk)

HERALD UNION (104th ASG)
LAMP (Fort Leavenworth)
MERCURY (Med. Cmd.)
MONITOR (Fort Bliss)
MONMOUTH MESSAGE (Fort Monmouth)
ON GUARD (Nat. Guard Bureau)
PENTAGRAM (Fort Myer)
PLAINS GUARDIAN (Kansas, NG)
POINTER VIEW (West Point)
PRAIRIE SOLDIER (Nebraska, NG)
REDSTONE ROCKET (Redstone Arsenal)
SOUNDOFF! (Fort Meade)
STRIPE (Walter Reed Med. Ctr.)
TRAINING TIMES (100 ASG)

Small Format (Newsletters/ magazines)

BLUE DEVIL II (88th RSC)
BUCKEYE GUARD (Ohio NG)
CASTLE (COE, Savannah)
DUTY FIRST (11D)
FLAGSHIP (COE, Seattle)

RECRUITER JOURNAL (Hq, USAREC)
IRONSIDE (1st Armored Div.)
SINE PARI (USASOC)
PACIFIC VOICE (Fort Shafter)
TOWER TIMES (COE, Rock Island)
RIVERSIDE (COE, St. Louis)
WARRIOR (Natick)
WATER'S EDGE (COE, Vicksburg)
YANKEE ENGINEER (COE, Concord)

Contemporary Issues

One of the criteria for the Four-Star standing is criterion four, covering contemporary issues.

Many Army newspapers today openly, frankly and responsively discuss contemporary issues. Such information provides Army newspaper readers with added information about the real-world that surrounds them. This also allows soldiers and civilians to better perform their duties. Such discussions help inform and educate military, their families and the civilian workforce.

Post and unit newspapers serve commanders and their mission; commanders are the publishers per se. It is imperative that editors seek approval before publishing a subject deemed controversial. Suggested topics are listed below.

Child abuse	NCOES	HIV/AIDS
Drug addition	Juvenile crime on post	Single parenting
Motivation	Sexual harassment	Depression
Education	Suicides	Weight management
Conservation	Domestic violence	Healthy Eating
Gang violence	Marital abuse	Civilians in military work
Breast cancer	Divorce	force
Pregnancy	Ecology	Fraternization
Safe sex	Promotion system	Chain of command
Vasectomy	OERs	"Don't ask, don't tell"
Recruiting	Readiness	Family planning
Money management	Cost of living	Smoking
Crime on post	Pay raises	Overseas deployments
Voting	Social security benefits	Senior benefits
Racial harmony	Discharges	Moonlighting
Commissary buying	Job hunting on the outside	Security
Credit buying	Army values	Retention
Heart disease	Barracks romances	Leadership
Food service program	Convenience marriages	Mental health
Sickle cell anemia	Prostitution	STD
Religion in the Army	Hearing loss	Retirement benefits
Weapons security	Pornography	Pride in Army
Recreation	Community relations	Claims
Barracks living	Personal hygiene	Domestic action programs
Reenlistment	NCOs—Backbone of Army	Inter-personal
Auto safety	Testicular cancer	communication
Alcoholism	Job satisfaction	Lung cancer
Medical care	Inter-racial marriages	Exercising
Military justice	Military discipline	Transformation
Human communication	Reduction in force	Juvenile drinking/



Staff Sergeant Marcia Triggs has joined ARNEWS. She came aboard Jan. 29 after serving in Hawaii with the 17th PAD. Her articles have appeared in the HAWAII ARMY WEEKLY and before that Fort Leavenworth's LAMP.

The BENELUX METEOR has increased the number of its pages from eight to 12. The paper now includes news from the 80th ASG, 254th BSB besides news from Brussels and other areas. Thomas H. Larschied is editor.

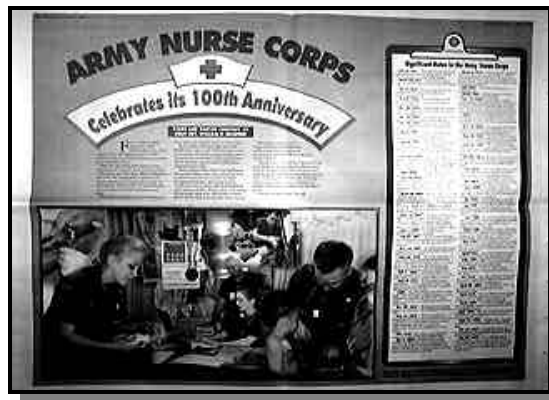
Spc. Stacie Mitschke, editor of TORII, U.S. Army Japan, will be heading to Fort Knox this spring. Sgt. Stacy Wamble, formerly with the Fort Knox INSIDE THE TURRET and later with the Armed Forces Inaugural Committee, is going to Japan. And Master Sgt. Kelly Tyler, USARJ Command Information Officer, will leave Camp Zama in July for an assignment at Fort Campbell.

Kim Reischling has been named acting editor of Fort Polk's GUARDIAN, succeeding Trish Warrick, who has left to do freelance writing.



(Top left and right) The January 5 issue of the ALASKA POST celebrated its Year 2000 with a display of spectacular photos. Editor is Lindsay Pike. *(Right)* The reproduction here of SOUNDOFF!'s January 25 front page does not do the cover photo justice. Shown are dozens of motorcycle police, in a V-shape, leading a formation up Pennsylvania Avenue, Washington, D.C. Behind them are troops bearing the president's standard and the national colors, followed by a vehicle carrying the newly worn president of the United States; the nation's capitol stands in the background. Credit for the spectacular photo goes to Jeff Leard.





(Top left) The 6th ASG (Germany) CITIZEN ran three crime stories all by Laurie Almodovar, on its January 16 front page. Open discussion of crime stories can serve as a deterrent. Such articles clearly show that the command and community are aware of problems and will step in to prevent future occurrences and punish offenders. Jill Mueller is editor. (Top Center) A dazzling visual presentation appeared in the February 1 Fort Bliss MONITOR, commemorating the 100th Anniversary of the Army's Nurse Corps. Story and photos by Staff Sgt. William P. Bradner. Pfc. Chris Fincham is editor. (Top Right) A well-written, packaged and highly informative newsletter FLIGHTFAX belongs to the U.S. Army Safety Center at Fort Rucker. Its 16 pages covers a host of topics on almost any subject. The credit for getting the "word" out goes to Judy Wilson, editor. Graphics arts by Danny Clemmons.



(Top left and center) The November 28 HERALD UNION, a product of the 104th ASG, Germany, is an example of the high quality of news writing found in Army newspapers. The page-one story "Peacekeeping in Kosovo," by editor Karl Weisel and the double truck "Operation Milos," by David Ruderman exemplify the best in Army journalism. (Upper right) The THREE STAR FINAL, 70th RSC, is another top-notch publication. You need only to look at the November/December issue (shown). Ed Quimby is editor. (Right) The Fort Bliss MONITOR knows well the role of graphics when presenting news and information. The January 18 "Welcome Home" spread is eye-arresting and unique. It was produced by Sgt. Tywanna Sparks.





(From page 1) Great writing, superb photographs and powerful page designs meld to produce a great issue that salutes the 1AD troops returning home from Kosovo and Macedonia. Contributors to the article are: Master Sgt. Lisa Hunter, Cpl. Gregory Withrow, Spc. Joe Thompson, photos by Pvt. Benjamin Etzioni, Spc. Rebecca Deuel and Cpl. Withrow, and graphics by Kerri Schools. The issue was published January/February.



(Left) The RECRUITER JOURNAL, Hq. Recruiting Command, has produced many bold and innovative covers and inside-page designs. But the February issue outdid itself. Dottie Pack and Beverly Harrison are managing editors. (Top) "Over Iraq" is yet another excellent story and innovative displays that runs throughout ON GUARD. The story was written by Staff Sgt. Len Butler and appeared in December. ON GUARD is produced by Hq. National Guard Bureau and is edited by Master Sgt. John Malthaner. (Upper right) Fort Detrick's STANDARD redesigned its flag, one of several tabloids, to make that change. Carolyn Ann Duble is editor.



(Bottom left) The ever-present of "grip 'n grip" layouts seem to live on. This one appeared in a February issue of a depot newspaper. (Right) The Fort Dix POST took a look back before the fort was a camp serving the Army since World War I. The feature, "Two Cents Worth From Dix Doughboys," looks back to the days at the camp when mailing letters costs a whopping 2 cents. Carolee Nisbet, editor, wrote the February 2 feature.



EXCELLENCE IN PRINT COMMUNICATION

INSIDE THE TURRET (Fort Knox) for "Do You Have 10 Inches Of Hair? Why Don't You Consider Giving It To A Worthy Cause," by Spc. Monica Garreau, published February 8.

[Ed: This is a truly an extraordinary story about a program that allows a person to donate hair to be made into wigs for underprivileged children who have had long-term hair loss from medical causes. Spc. Garreau donated 10 inches of her hair to a program, Locks for Love.]

TORII (Camp Zama) for the standing column "Hana's Helpful Hint," by Hanako Akiyoshi. The column discusses Japanese culture and traditions.

ARSENAL ACCENTS (Pine Bluff Arsenal) for "What Is Sickle Cell Anemia," no by-line, published February.

MADIGAN MOUNTAINEER (Madigan Army Med. Cent.) for "She's Loveless At Madigan," by Michael G. Meines, published January.

STRIPE (Walter Reed Army Med. Cent.) for the historical series "The Yellow Fever Commision," by Dr. John R. Pierce. The seventh series "Investigation Continues In Cuba" appeared January 26.

ALASKA POST (Fort Richardson) for "2000: U.S. Army Alaska In Pictures," an excellent pictorial essay of events of last year, published January 5.

TALON (Bosnia) for "Looking To Continue The Airborne Tradition," by Spc. Jodie Moore, published January 20.

PENTAGRAM (Fort Myer) for "MPs Get Familiar With Area Street Gangs," by Sgt. Bradley Rhen, published February 2.

BENELUX METEOR (Belgium) for the commentary "Army's Resolution: This Year I Promise To Do A Better Job Of Recruiting," by Dawn M. Viola, published January 16.

CASEMATE (Fort Monroe) for "USO—Celebrating 60 Years Of Service," by Diana McFarland, published February 2.

TRACKS (Anniston Army Depot) for "Some Exercise Tips For The New Year," no by-line, published January 18.

TALON (Bosnia) for "Preparing For The Board," (Part 1 of 2) by Command Sgt. Maj. Carlos A. Cueto, published January 27.

MONITOR (Fort Bliss) for it double-truck display "Army Nurse Corp: Celebrates Its 100th Anniversary," by Sgt. William P. Bradner, published February 1.

PARAGLIDE (Fort Bragg) for "Soldiers Advance Careers In Green To Gold Program," by Larry Sutton, published February 1.

GUARDIAN (Fort Polk) for its two-page display "Army Nurse Corps Celebrates 100th Birthday Today," by Kim Reischling. Also for "Let's Help Police Help Us," by Brig. Gen. Charles H. Swannack Jr., both published February 2.

CITIZEN (6th ASG) for "Local Woman Rescues Abandoned Felines," by Hugh McBride. Also for its page-one articles on crime. All published January 16.

KWAJALEIN HOURGLASS (Marshall Islands) for the commentary "Getting Older Ain't For Sissies...Hey, Where's My Iron Pill?" by Dan Adler, published January 9.

TIEFORT TELEGRAPH (Fort Irwin) for "Recycling Today For A Better Tomorrow," by Pfc. Amy Abbott, published January 26.

POINTER VIEW (West Point) for the commentary "This Is 'An Army Of One' Where You Can Be All You Can Be," by Joe Tombrello, published January 18.

STANDARD (Fort Detrick) for the commentary "Inauguration 2001—Hail To The Chief," by Noreen Vega, published January 25.

TRIAD (Fort McCoy) for the four pages devoted to "Desert Shield/Storm—McCoy Rallied To Support Nation's Call," no byline, published January 26.

ON GUARD (Hq, NGB) for "Over Iraq," by Staff Sgt. Len Butler, published December.

HERALD-POST (26th ASG) for "Witness To History," by Rick Haverinen. Also for "Training Pays Off In Quick Life-Saving Action At CDC," by Juan R. Melendez Jr. Both published January 25.

STRIPE (Walter Reed Army Med. Cent.) for "100! Army Nurse Corps Proves Golden," by Sgt. Brett McMillan, published February 2.

INSIDE THE TURRET (Fort Knox) for "For Valentine's Day Giving...Everything's Coming Up Roses," by Spc. Monica Garreau, published January 25.

GUIDON (Fort Leonard Wood) for "Farewell To A Company," by Spc. Peter Fitzgerald also for "Explore Your World—Historic Downtown Waynesville," by C.A. Barnow. Both published January 18.

CANNONEER (Fort Sill) for the commentary "One Perspective On The Military Family," by Col. Sidney Oaksmith, published January 25.

COURIER (Fort Campbell) for "Perceptions, Stereotypes," by Sgt. 1st Class Michael Lampkin. Also for "Legacy Of Life: King's Lessons In Life Continue To Resonate Long After His Death," by Gregory Pierce Stallworth. Both published January 11.

KWAJALEIN HOURGLASS (Marshall Islands) for "Wreck Divers In Paradise At Bikini," by K.W. Hillis, published January 26.

RIVERSIDE (COE, St. Louis) for "Creating The Right Teams," by Shanell Williams, published in January.

REDSTONE ROCKET (Redstone Arsenal) for "Finding The Middle Ground," by Skip Vaughn, published January 17.

IRONSIDE (1AD) for the exceptionally outstanding "Homecoming Issue." Articles by Master Sgt. Lisa Hunter, Cpl. Gregory Withrow, Spc. Joe Thompson; photos by Pvt. Benjamin Z. Etzioni, Spc. Rebecca E. Deuel and Cpl. Gregory Withrow, published January-February.

PACIFIC CONNECTION (COE, Honolulu) for "Corps Presents State Of Hawaii With Solution To Old And Leaky Wooden Water Siphons," story and photos by Alexander Kufel, published in January.

CANNONEER (Fort Sill) for the photos in "Graduates Leave 'Echo' Behind, Head For Advanced Training," by Capt. Roland Miraco. Also for "NCO Saves Trainee From Live Grenade," by Sgt. Robyn Baer. Both published February 1.

LEADER (Fort Jackson) for "Dinosaur Tracks: So...You Want A Little Change?" by K. Douglas Cook. Published February 1. Also for its continuing column "Cops Corner."

BAYONET (Fort Benning) for "Braces: The Whole Tooth," story by Bridgett Siter, photos by Spc. William Graves, published February 16.

NORTHWEST GUARDIAN (Fort Lewis) for "Army Wife Running Miles For Leukemia Patient," by Pfc. Alfredo Jimenez Jr., published February 15.

HAWAII ARMY WEEKLY (Schofield Barracks) for its editorial improvements. Staff Sgt. Kanessa Mynett-Allen is editor.

POST (Fort Dix) for "Two Cents Worth From Dix Doughboys," by Carolee Nisbet, published February 2.

PARAGLIDE (Fort Bragg) for "Breast Cancer Survivor Takes Time To Help Others," by Janice Burton, published February 15.

DESERT VOICE (Kuwait) for the story and layout in "571st Medical Company Ready To Answer Call," by Spc. Carrie L. Fotovitch, published January 24. Also for its continuing column "Kuwait Corner."

ARMY FLIER (Fort Rucker) for "Children Play Crucial Role In Military Family," by Staci Sands, published February 8.

CASEMATE (Fort Monroe) for "African Culture Influences American Fashion," by Roger T. Connors, published February 16.

JOURNALIST AWARD WINNERS



The following have awards on the way or pending: Countermeasure, Army Flier (3rd); Bear Facts; Ironside; Kim Rieshling, Sgt. William Wilczewski.

INDIVIDUAL AWARDS

Three Awards

Staci Sands

Two Awards

Tim Hipps

One Award

Larry Barnes; Spc. Christy Johnstone; Tonya Riley; Nel Lampe; Spc. Stacy Harris; Dave Snyder; Jean Schucker; Jean Offutt; Wayne V. Hall; Carol Cummings; Spc. Mitch Frazier; Michael Meines; Spc. Adriane Foss; Rick Brunk; Lucille Anne Newman; Melissa Davis; Bridgett Siter; Sally Shutt; Spc. Casondra Brewster; Pfc. Monica Garreau; Pfc. Teresa Heist; Sandy Riebeling; Spc. Peter Fitzgerald; Harry Noyes; Spc. Mindy Anderson; Kim Rieshling; Sgt. William Wilczewski

PUBLICATION AWARDS

Three Awards Army Flier

Two Awards

Courier; Inside the Turret Casemate; Herald Union; Guardian; Fort Riley Post; Ironside

One Award

Guidon; Eagle; Fort Dix Post; Korus; Desert Voice; Herald-Post; Pointer View; Torii; Talon; Lamp; Seoul Word; On Guard; Training Times; Prairie Soldier; Citizen; Redstone Rocket; Fort Carson Mountaineer; Castle Comment, Monitor; Mercury; Alaska Post; Duty First; Sine Pari; Bulletin; Bayonet; Frontline; Fort Riley Post; Benelux Meteor; Tobyhanna Reporter; Riverside; Indianhead; Banner; Tiefert Telegraph; Outlook; Paraglide; Castle; Phoenix Rising; Pentagon; Signal; Kwajalein Hourglass; Buckeye Guard; Countermeasure; Bear Facts

PASSAGES FROM PAGES OF ARMY NEWSPAPERS

"Being a leader isn't easy and training to be a leader is even harder."

Larry Suttin, from "Soldiers Advance Careers In Green To Gold Program," PARAGLIDE February 1.

"... entire careers have come and gone since 'Be All You Can Be' was introduced. The Army grew, then it downsized. The economy slowed, then it skyrocketed. Recruiting days were good, then they went bad. Optempo stabilized, and then it went out of control. Through it all, however, we soldiered on, being all that we could be."

Joe Tombrello, from This Is 'An Army Of One' Where You Can Be All You Can Be," POINTER VIEW, Janaury 19.

"Telephones were rare, telegraphs were expensive—but nothing could keep Camp Dix Doughboys from putting in their two cents' worth on postcards home.

"The cards, some humorous, some grin, were a penny at the post exchange or Wrightstown tobacco shop, or free at the many service clubs around the fledgling Army camp.

"...Postage was two cents."

Carolee Nisbet from "Two Cents Worth From Dix Doughboys, Fort Dix POST, February 2.

NEWSPAPER WORKSHOP

A regional Army Newspaper Workshop will be taught May 22-24 in Huntsville, Ala. The first 60 applicants to register are ensured spaces. Instructors said the class size will be managed to enable "hands-on" training on news judgment and newspaper layout.

The workshop, hosted by the U.S. Army Space and Missile Defense Command, will be held in the Four Points Sheraton Hotel at the Huntsville Airport. A block of 45 guest rooms have been set aside for the workshop and after that hotel reservations will be on a space-available basis; so organizers advise calling the hotel as soon as possible. The Sheraton reservations number is (256) 772-9661.

Please mention you will be attending the Army Newspaper Workshop.

Conference registration will take place Monday, May 21 from noon to 6 p.m. A tentative registration fee of \$55 is based on 60 participants, and could be adjusted based on class size. Registration fees will be paid in cash (receipt to be given on-the-spot) at the SMDC conference registration table.

An icebreaker will be held from 7 - 8:30 p.m. Monday, May 21, in the Redstone/ Marshall Room with a cash bar, and hor d'oeuvres. No meals are being hosted. Participants can eat in the hotel restaurant or at the airport fast-food franchise.

The workshop will end no later than 4 p.m. on Thursday, May 24, so participants can plan to get flights out.

The airport is located about 15 minutes west of the city.

Information about Huntsville is available from the Huntsville/Madison County Convention & Visitors Bureau at www.huntsville.org.

Instructors will include the the Department of the Army team of Gary Sheftick, Master Sgt. Jon Connor and retired Sgt. Maj. Gary Beylickjian, first enlisted chief of Army newspapers and first enlisted soldier inducted in the 2000 Public Affairs Hall of Fame. They will be joined by retired Master Sgt. Jonathan Pierce and retired Master Sgt. Don Carr, both former chiefs of the Army newspapers, and retired Sgt. Maj. Dan Coberly, a former chief of the Forces Command Newspaper Program.

To pre-register for the workshop, please e-mail Jonathan.Pierce@smdc.army.mil. Provide your phone number and address in the email.

END NOTES

Several newspapers are failing to send OCPA two copies of their publication. A few are sending only one copy and a few others are sending as many as five. The regulation calls for two.

If you have unusual stories or photos that may be of interest to other readers in the Army, send them via email to ARNEWS@HQDA.ARMY.MIL.

Armey newspapers are authorized to use commercial news and opinion sources when other sources are *not* available and are authorized through waivers by OCPA. Waiver requests *must* be forwarded to OCPA's Army Newspaper Branch, for approval.